



CITY OF ALAMEDA
COMMUNITY DEVELOPMENT DEPARTMENT
Economic Development – Graphic Design Needs
REQUEST FOR PROPOSALS

Overview:

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified designers who can provide graphic design solutions and create corresponding materials, digital renderings to be used in promotions, publications (brochures, posters, postcard, maps, flyers, banners, etc). The Economic Development Division of the City of Alameda is working to create promotional and informational print and electronic materials with a professional and coordinated look.

Background:

The City of Alameda incorporated in April 1854, is a 22.7 square mile island city located in San Francisco Bay, Alameda has a population of 74683. The City of Alameda is seven miles east of San Francisco and less than one mile west of the City of Oakland, directly west of Interstate 880. Alameda is a brief drive north of Oakland International Airport, which borders the City on the southeast. The City's Economic Development Department is committed to increasing the profile of Alameda in the greater Bay Area by attracting quality employers, amenities and increasing the variety and number of special events held throughout the City.

Alameda is located immediately adjacent to the Port of Oakland, a world-class international cargo transportation and distribution hub. Oakland's cargo volume makes it the fourth busiest container port in the United States.

Employers find that Alameda's safe, small-town working environment, exceptional public school system, and short commutes to San Francisco and the East Bay are tremendous recruiting and employee retention advantages. Alameda businesses can access a labor pool within a half-hour commute that is equal in size and skills to that of Silicon Valley. Alameda is located only 10 minutes from Oakland International Airport for convenient business travel and is home to over 100 high-

tech and life science firms. Major businesses include:

- Wind River Systems (wholly owned subsidiary of Intel)—the leading provider of real-time operating systems in space-based applications, including the Mars Rovers.
- Celera—Develops and manufactures molecular diagnostic products.
- Embarcadero Systems—industry-leading producer of information technology for world wide maritime transportation supply chains.
- Abbott Diabetes Care—one of the largest medical device facilities in the Bay Area.
- Makani Power—alternative wind energy research and development company.
- Peets Coffee & Tea—Roasting and Distribution Center for Western United States.

For technology companies, keeping a competitive edge in an increasingly global market depends on an ability to attract and retain a highly educated workforce. Companies in Alameda can draw on one of the nation's richest sources of highly qualified graduates in the country. Among the dozens of colleges and universities, Stanford University is annually recognized as one of the top private universities in the country and the University of California, Berkeley is often ranked as the top public university.

The labor pool is further supported by other highly acclaimed educational institutions such as San Francisco State University, San Jose State University, and California State University East Bay. The California Community College system is recognized as one of the best educational bargains in the country.

The school system in the City of Alameda is one of the better school systems in a County that scores above the state average on school performance. There are other excellent school systems in the East Bay and the public schools are augmented by a number of excellent private schools in the region.

Proposed Scope of Services:

The firm or individual selected to perform the graphic design services will be directed by a member of the Office of Economic Development. As part of developing final products, the service provider will be expected to prepare a range of draft products for review by members of the department, City staff, and business community. We expect the process of developing a graphic identity and collateral materials will be flexible and collaborative. The anticipated scope of services includes:

- Provide graphic design services as needed including reviewing and potential redesign of existing customer documents, including maps, and creating new designs.
- Possible deliverables include but are not limited to: print and digital design for informational booklets, flyers, posters, banners, postcards, 12-page newsletter

(annual), advertisements, brochures and signage; and ultimately an identity logo for Economic Development efforts; services must be provided at a level consistent with professional graphic design standards.

- Work with consultants and in-house staff on projects as needed.

All interim and final work products, in electronic and print form become the property of the City of Alameda.

Proposal Requirement:

A. Project Team

Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person, and company tax identification information. Provide a narrative description of the contract team, organization, when established, number of employees, and general experience.

B. Proposed Budget

Indicate the costs and hours for the total project, on a task-by-task basis. Provide pricing estimates for samples of materials which can be viewed online or printed:

- Trifold brochure (11"x17") and (8.5"x 11")
- Invitation (folded) or (5" x 7" note card)
- 16 page How to Start a Business Guide
- 11"x17" map of retail opportunities
- 11"x17" map of commercial/industrial opportunities
- 2-sided postcards (8"x 5.5")

C. References, Related Experience and Examples of Work

List comparable projects that best indicate the Applicant's experience under the Scope of Services section. Include sample products or sample portfolio and reference to online examples of your work product. Also include client references for relevant work, together with title, organization, address, and telephone number.

SELECTION PROCESS

A. Qualifications

The City will evaluate all proposals received by the due date. Only information that is received in response to the RFP or any subsequent interview will be evaluated. The City will judge the responses of each proposing firm in several critical areas. Selected applicants may be invited to an oral interview.

B. Selection Criteria

The City will select the most qualified proposal based on the following factors:

1. Ability of the Applicant to understand the City's Economic Development activities and future needs.
2. An assessment of the past experience of the designer or design team in general. Qualities and indicators that will receive consideration include similar work efforts by the applicant.
3. Cost, while not determinative, will be considered in the selection process.

C. Local Preference

The City supports the purchases of goods and services through local businesses. The City's Local Preference Policy is contained in the Alameda Municipal Code: Chapter II, Administration; Article V, Administrative Procedures and Policies; Section 2-62, Purchasing – Local Preference Policy; Subsection 2-62.3, Award of Contracts for Labor, states:

Subject to the limitations contained in this section, in the evaluation of any contract or hiring of any labor for public contract work, preference shall be given to contractors, mechanics, artisans or other laborers of any class, who shall be a local business as defined herein, provided that the labor, quality and price of the work shall be equal to that of others who would be considered for the award of the contract.

It is currently anticipated that the earliest award of an agreement for services would be made by the City by December 5, 2011.

II. PROPOSAL DUE DATE AND DELIVERY

Three (3) sealed copies of the proposal, clearly marked with the project description, should be submitted no later than:

November 17, 2011, 4 p.m. (PST)

to the address below. All copies received by that time will be date and time stamped. Proposals will not be accepted after this time. Proposals should be addressed to:

Nanette Mocanu
Division Manager
City of Alameda
Economic Development Department
2263 Santa Clara Ave., Room 120
Alameda, California 94501-4477

Faxed proposals will **not** be accepted. Hand-carried proposals will be accepted at the above address. If you have any questions, please call Ruby Rubio at 510-747-6879.

Note: Hand delivered submittals will not be accepted at any other City location other than the City Economic Development Department as described above.

Proposals will not be accepted after the date and time stated above. Incomplete proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate the City to award a contract, nor is the City liable for any costs incurred by the Applicant in the preparation and submittal of proposals for the subject work. **The City retains the right to award all or parts of this contract to several Applicants, to not select any Applicants, and/or to re-solicit proposals.** The act of submitting a proposal is a declaration that the Applicant has read the RFP and understands all the requirements and conditions.

III. CONDITIONS OF REQUEST

A. General Conditions

The City reserves the right to cancel or reject all or a portion or portions of the Request for Proposal without notice. Further, the City makes no representation that any agreement will be awarded to any organization submitting a Proposal. The City reserves the right to reject any and all Proposals submitted in response to this Request or any addenda thereto.

The City also reserves the right to reject any subconsultant or individual working on a consultant team and to replace the subconsultant or individual with a mutually acceptable replacement.

Any changes to the proposal requirements will be made by written addendum.

B. Validity

The Applicant agrees to be bound by its proposal for a period of ninety (90) days commencing November 17, 2011, during which time the City may request clarification or correction of the proposal for the purpose of evaluation. Amendments or clarifications shall not affect the remainder of the proposal, but only that portion so amended or clarified.

C. Liability of Costs and Responsibility

The City shall not be liable for any costs incurred in response to this request for proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the City harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the City of Alameda

D. Permits and Licenses

Applicant, and all of Applicant's subconsultants, at its and/or their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses including, but not limited to, a City of Alameda Business License, which is required in connection with the performance of services hereunder.

E. Applicant's Representative

The person signing the proposal must be a legal representative of the firm authorized to bind the firm to an agreement in the event of an award.

F. Insurance

General Liability, Automobile, Professional Liability, and Workers Compensation insurance are required in the amount set forth in the attached sample consultant agreement.

G. Standard Consultant Agreement

A sample consultant agreement has been provided as Exhibit B for the Applicant's review and comment. If a Applicant or its contracted agency (i.e., insurance agency) wishes to take exception to **any** of the terms and conditions contained in the consultant agreement, these should be identified specifically; otherwise it will be assumed that the Applicant is willing to enter into the agreement as it is written. Failure to identify contractual issues of dispute can later be the basis for the City disqualifying a Applicant. Any exceptions to terms, conditions, or other requirements must be clearly stated. Otherwise, the City will consider that all items offered are in strict compliance with the RFP, and the successful Applicant will be responsible for compliance. The City will consider such exceptions as part of the evaluation process, which may constitute grounds for rejection of the proposal. The consultant agreement will not be executed by the City without first being signed by the selected Applicant.